

# IPAD APPLE TABLET

Apple Inc CEO Steve Jobs took the wraps off a sleek tablet that it calls the iPad, pitching the new gadget at a surprisingly low price to bridge the gap between smartphones and laptops

Jobs described the iPad as a do-everything media gadget that can surf the Web, and play movies and video games

## KEY FEATURES

### Multi-Touch screen

- Works in any orientation
- LED-backlit glossy
- Widescreen

Fingerprint-resistant oleophobic coating

Apple to introduce a new iBook electronic reader service that will compete with Amazon.com Inc's Kindle

On/off, sleep/wake button



Mute  
Volume up/down

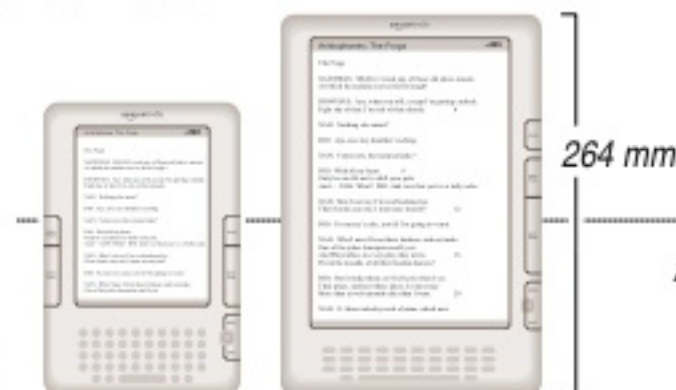
Display resolution  
1024-by-768-pixel at 132 pixels per inch (ppi)

Near life-size touch keyboard

Dock connector



## GADGET COMPARISON



**Amazon Kindle**  
Kindle Kindle DX

Display	6 inches	9.7 inches
Weight	292g	536g
eBook format	Amazon's Kindle format	
Other features	<ul style="list-style-type: none"> <li>► Magazine and newspaper subscriptions</li> <li>► Rudimentary web browser</li> <li>► PDF reader</li> <li>► 3G connectivity</li> </ul>	
Audio	<ul style="list-style-type: none"> <li>► 3.5mm stereo audio jack</li> <li>► Built-in speaker</li> </ul>	
Built-in capacity	256MB	4GB
Storage	SD memory card slot: 4GB	
Battery life	<ul style="list-style-type: none"> <li>► 4 days with wireless</li> <li>► 10 days without</li> </ul>	
Connectivity	Amazon Whispernet via Sprint	
Upfront cost	\$259	\$489
	Amazon Whispernet 3G is included in the cost	
Monthly cost	None	
Available	Now	Now



**Apple iPad**  
Wi-Fi Wi-Fi + 3G

Display	9.7 inches	9.7 inches
Weight	680g	730g
eBook format	Open ePub format	
Other features	<ul style="list-style-type: none"> <li>► Safari web browser</li> <li>► Email capability</li> <li>► Multimedia player and games</li> <li>► Bluetooth and Wi-Fi connectivity</li> </ul>	
Audio	<ul style="list-style-type: none"> <li>► 3.5mm stereo audio jack</li> <li>► Built-in speaker</li> </ul>	
Built-in capacity	16GB, 32GB or 64GB flash drive	
Storage	—	
Battery life	<ul style="list-style-type: none"> <li>► 10 hours of use</li> <li>► One month on standby</li> </ul>	
Connectivity	Bluetooth, Wi-Fi, 3G with AT&T	
Upfront cost	\$499	\$629
	\$599	\$729
	\$699	\$829
	16GB 32GB 64GB	
Monthly cost	3G data charges	
Available	Late March*	Late April*

**Apple iPhone 3Gs**

Display	3.5 inches
Weight	135g
eBook format	PDF reader, Kindle for iPhone
Other features	<ul style="list-style-type: none"> <li>► Safari web browser</li> <li>► Email capability</li> <li>► Multimedia player and games</li> <li>► Bluetooth and Wi-Fi connectivity</li> <li>► Video recording</li> <li>► Voice calls</li> </ul>
Audio	<ul style="list-style-type: none"> <li>► 3.5mm stereo audio jack</li> <li>► Built-in speaker</li> </ul>
Built-in capacity	16GB or 32GB flash drive
Storage	—
Battery life	Internet: Up to 9 hours; video up to 10 hours, audio up to 30 hours
Connectivity	Bluetooth, Wi-Fi, 3G with AT&T
Upfront cost	16GB starts at \$199 in the U.S. Price is subsidised with AT&T mobile phone contract
Monthly cost	Mobile and data charges
Available	Now